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Spirit Upheld

# THE BEACH NEWS

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PAYS

Promoting the Progress of the Beach and Bay Sections of San Diego and the Entire Point Loma Peninsula  
Comprising Ocean Beach, Pacific Beach, Mission Beach, Chatsworth, Catalina, Glenartney, Loma Portal, and Point Loma Heights

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VOL. 1—NO. 28

KIRK SMITH, Editor-Owner

Ocean Beach, California, Friday, June 1, 1923

PHONE POINT LOMA 17

SEVENTY-FIVE CENTS A YEAR  
FIVE CENTS THE COPY

## IMPROVEMENT

### BONITA BAY TO BE SPORT CENTER OF MISSION BEACH

Dredging of Bonita bay is progressing rapidly and completion of the entrance from the main channel is promised within a week or so. With the channel dredged and a portion of the still water basin deepened to permit sailing boats to enter and leave the inner harbor, Bonita bay is expected to come into a portion of its popularity with sportsmen before the end of the summer.

A prominent leader in Western athletic activities has said that with this magnificent still water basin, the city will have not only the largest and finest still water inner-harbor on the coast, permitting the staging of the most elaborate swimming regattas, but also a magnetic which, combined with the other assets, will compel sportsmen to recognize San Diego as the logical setting for important tournaments, races and events.



WESLEY BARRY  
IN HEROES OF THE STREET  
A WARNER BROS. PICTURE

### TOP-NOTCH BOOKINGS AT THE OCEAN THEATRE

Manager Ray Ericson is reaping the reward of packed houses through his sagacity in securing gilt-edged bookings for the Ocean theatre, and his ears probably ring quite often, judging from the numerous commendable remarks heard on every side concerning his perspicacity in presenting the best of attractions. The current bookings are duly listed in his regular announcement in another column. Look 'em up, and go early.

### STRING THREE IN THE OLD HARP OF TEN STRINGS

The free lecture to be given next Sunday afternoon at 1:30 o'clock at Benbough's Ocean Beach Pavilion is the third lecture of a series known as the "Harp of God" lecture series, which is being given in practically every city of any size all over the United States.

The series takes its name from the old Hebrew harp of ten strings and the purpose is to show the harmony of the ten principal doctrines of the Bible.

The coming lecture deals with string three, and brings to mind the wonderful oathbound promise which guarantees everyone who ever lived an opportunity to live forever under perfect conditions.

Mr. Linden's presentation of this subject promises much in the way of practical interest and many are availing themselves of the advantages which this lecture course affords.

### SMELTS DUE AGAIN

For those who like to hunt smelt, whether they run or not, next Saturday, Sunday and Monday nights are smelt nights, according to rules and regulations of the California fish commission.

## Sunny Boy

### LAWRENCE EULBERG CELEBRATES HIS INITIAL BIRTHDAY

By KATHERINE

Little "Sunny Boy" Lawrence Eulberg, son of Mr. and Mrs. Henry Eulberg of 4803 Long Branch avenue, was a bonny host last Wednesday afternoon, when he was the center of attraction at his very own birthday party.

The tiny lad had reached the advanced age of one year, and the duties of providing a good time for his small friends sat most gracefully on his baby shoulders, and each wee guest, as well as the grown ups, considered it the nicest birthday party ever given.

Of course, there was the traditional birthday cake, fluffy and toothsome as a self-respecting birthday cake should be, and it had one little pink lighted candle, to tell the story of the affair.

Even little Lawrence's eyes opened wide at the sight of the cunning little pink baskets, filled with candy in harmony with the color scheme of pink and white.

Ice cream and cake were served, also coffee and orangeade. There were many gifts, too, that gladdened the heart of Master Lawrence.

Those who helped to make the day one long to be remembered were Melvin Ballinger, Maxine and La Veine Carl, Charlie Bradshaw, Francis King, Martha Burnett, the near twins (Phyllis and Phyllis) and Katherine and Forest Fellmer.

The grown ups were Mesdames Beulah Ratcliff, June Near, Arthur Bradshaw, Nancy Freeborn, E. E. Ballinger, E. L. Denne, Billie Fellmer, C. Near and Mrs. Kirk Smith. Mrs. Koch was unable to attend on account of illness. Group pictures were taken of the whole party.

### O. B. DRY GOODS

Folks, take advantage of another big genuine sale, commencing Friday, June 1, and all next week, and don't miss the Remnant Day on Monday. Get the real bargains, and no fooling.

### MR. HARTLEY GOES NORTH

L. Hartley, the well and favorably known carpentry contractor who recently developed into a rancher through his purchase of the famous Stone place up Ramona way, has temporarily left Ocean Beach for an extended trip up the coast. He will visit Seattle, Wash., and on his return journey by auto will stop at San Francisco, Los Angeles and other northern cities, returning here late in August.

### NEW FRONT FOR PASSMORE'S

Don't pass Passmore's Bird and Toy store just because a bunch of workmen are hammering boards up 'round the entrance. The enterprising Nolans are doing business right along, while a fine new front is being constructed. The remodeled building will be one of the show places on Sixth street between B and C and the interior will continue to be stocked with all the latest novelties in toys, as well as everything pertaining to dogs and birds.

### "BERT" SCHNEIDER HAS A CAR FOR YOU

With the inauguration this week by the Powell Motor Car company of a big "used car" sale "Bert" Schneider, who lives at Ocean Beach, believes in Ocean Beach and is a true-blue booster for Ocean Beach, represents that progressive company in this district and is ready to fit you with a Ford of any description. If you want a car, just see "Bert," and the car is yours at any sort of terms you want.

"IT'S NOT FAR TO A FABER  
STORE"

## FUTURE SCHOOL

### OCEAN BEACH SCHOOL TO HAVE NEW BUILDING WITH FOUR ROOMS

Through the courtesy of Ed T. Hastings of the School Board, The Beach News has been informed that at a meeting of the Board of Education early this week it was decided to solve the school problem in Ocean Beach by constructing a building with four rooms for the eighth grade and for special classes in manual training and domestic science. This arrangement for relieving the prevailing crowded conditions was outlined some weeks ago by Superintendent of Schools Henry C. Johnson and the concurrence of the board has made the plan possible to be perfected before the beginning of next school term in September.

Architect Edwin T. Banning, who resides in Point Loma, with offices in the Bancroft building, has been already engaged to draw up the specifications for the new building.

### THE NEWPORT SHOPPE

New shipment arrived of men's dress shirts, work shirts, union suits, President suspenders; in fact a complete line of gent's furnishings.

### NEW DANCE MUSIC

#### AT MERRY-GO-ROUND

An exceptionally large and varied assortment of new music rolls has been secured by Manager O. F. Davis for his popular Merry-Go-Round on Abbott street, adjoining the outdoor picnic pavilion at Santa Monica avenue. Thus it is that outing parties and the "big swing" patrons can enjoy the musical selections alike. The new rolls include such splendid waltzes and fox trots as "The Sneak," "Three O'clock in the Morning," "Star of Faith," "Oogie Oogie, Wa Wa," "Little Red School House," "My Mammy," "Wyoming," "Down Yonder," "April Showers," "Mamilla Melodies," and "I'm Hungry for Beautiful Girls."

### FIRE ON MEMORIAL DAY

In the absence of the family, the cottage occupied by the Simpson family on Muir avenue, near DeFoe street, caught afire on last Wednesday afternoon from a supposed short circuit in the electric wiring. Passing pedestrians saw the blaze just as it began to burn a hole through the roof, and turned in an alarm. The prompt response of the O. B. fire department and their very efficient work prevented the fire from getting any headway, and it was soon quenched with little property damage. The house is owned by Dr. Oatman of San Diego.

## SINCERE PUBLICITY

### ABLY ACKNOWLEDGED

#### CITIZENS' ANTI CHARTER COMMITTEE

San Diego, Calif., May 25, 1923.

Mr. Kirk Smith, Editor of Beach News, Ocean Beach, Calif.

My Dear Mr. Smith:

On behalf of the Citizens' Anti-Charter Committee and for myself, I wish to express to you our deep appreciation of the very efficient aid you rendered in the campaign against the County Charter just closed.

We believe that your able publicity was largely responsible for the decisive victory. The Beach voters voiced their opinion of the Charter most emphatically, and we believe that it was largely due to your efforts that they did so.

Again thanking you for your co-operation, I am, yours very sincerely,

W. W. B. SEYMOUR, Secretary.

## Co-operate At Today's Get-Together

### CAPITALIZE THE GROWING GREATNESS OF OCEAN BEACH

A great "get-together" gathering is scheduled for 4:30 o'clock this afternoon at the "Flatiron" building on Abbott street at the end of Newport avenue. Everybody who can donate is asked to participate. The meeting will be held for the express purpose of outlining plans for promoting a rousing opening day program within the very near future. Boost and co-operate by being in attendance. Your help is needed in making "Greater Ocean Beach the playground of San Diego." Let's Go!

### ANNOUNCEMENT

Juanita Boreherdt Close will present pupils in a class demonstration of the Dunning System of Improved Music Study on Friday evening, June 8; 7:30, at the Congregational Church, Ocean Beach.

### NEW STAIRWAY FOR SUNSET CLIFFS

Early this week the council accepted the recommendation of the manager that property owners be allowed to construct a stairway from the bluff of Orchard street, Ocean Beach, to the beach, the work to be done under the supervision of the city building inspector. Plans for the stairway are under consideration and it is understood that construction work will be begun at an early date.

### BOOSTERS' CLUB HOLD HAPPY BEACH PICNIC

The San Diego Short Line Boosters club gave a weiner roast and beach picnic at Ocean Beach last Tuesday evening. The club is a social organization of the employees of the San Diego & Arizona Railroad company. They have had some enjoyable affairs this year but last Tuesday eclipsed them all.

The committee arranged a fine program of entertainment, the feature of the evening being a comical beach field meet. The committee also made arrangements for those attending the party to have access to the Dance Pavilion and the Merry-Go-Round.

## Boosting

### TIMELY TALK CONCERNING SPECIAL "BOOM" EDITIONS

'Way back at the end of last February, the following clipping, with reproduced heading and comment, appeared in The Beach News in a conspicuous position on the front page:

#### "ATTA BOY!" BUNNY!

They Tread on Our Toes, Too, Every Once in Just So Often

Here's a rousing editorial leader, published in big type, double-column wide, in last week's East San Diego "News" by Editor "Bunny" Murray:

#### THE DIFFERENCE

"The San Diego Sun delights in publishing anything of a sensational nature, but when it comes to showing the splendid growth made by East San Diego, the many public improvements, etc., not a word! The progressive citizens of this city are the ones who are approached when a 'boom' edition or annual is about to be launched and are usually the ones 'who come through.' Support your home paper, though only a weekly it works for your interests, always."

As suggested and predicted, the regulation "boom" edition, propaganda has struck Ocean Beach just as the summer season is getting under way. The loyal and progressive citizens of the community are being harassed for patronage of "special pages and editions," on the principle that the goose is about fat enough to be plucked.

Yet, it's happy to record that most of the Beach business folks have seen a great light and now turn a deaf ear to the siren solicitations and misdirected "boosting" efforts of selfish interests. Like a burnt child dreads the fire, those that have the good welfare of the community at heart have most commendably declined to "sign on the dotted line" at the misguided behests for transient publicity of no practical local value.

Co-operation is the watchword of the hour, and for proving their preference and showing their faith in their home paper, sincere gratitude is extended to the many loyal patrons of The Beach News, which at all times endeavors to safeguard the interests of its constituency, while promoting the progress of the entire community constantly and conscientiously fifty-two weeks in the year.

Brother "Bunny" hits the nail squarely on the head in his sapient deductions.

It has been truly stated that community newspapers are the best mediums of spreading intelligence. They are read by all the family. A weekly local paper goes to the hearts of the people—they swear by it and not at it.

Stand by your home newspaper in its efforts to bring new people into the district—which means prosperity for everybody. And the better the newspaper is supported by the business faction, naturally the more enterprising will the publisher become—and the balance will always be on the side of the community.

### O. B. BAIT HOUSE NOW HAS A PHONE

"Jack" Neumont, who is well and favorably known to all fishing enthusiasts hereabouts, is as happy as a clam at high tide. A new phone has been installed at his headquarters on the bay front near the inlet bridge, his number being Point Loma 6. Get busy and reserve a boat by phone, as well as place your order for bait in due season.

If your business isn't worth advertising—quit your business.

## ENTERTAINING

### MASQUERADE BALL TOMORROW NIGHT AT GARDEN OF EDEN

The three sunburst effects erected over the new entrance to the Garden of Eden form a decidedly attractive addition to the inviting interior of the popular dance pavilion. With the increasing influx of visitors Manager Benbough is leaving no stone unturned for the pleasure and comfort of his patrons. The cafe section is airy, roomy and sanitary and the soda and soft drinks department is equipped with the latest modern appliances for serving cool and refreshing beverages. Benbough's big dance pavilion is the embodiment of all that devotees of terpsichore may desire, and novelties are continually being introduced for the entertainment of the public toward making "Ocean Beach the playground of San Diego." A big masquerade ball is scheduled for tomorrow night.

### BIG NAVY STATION COMMISSIONED TODAY

With short and simple ceremonies the big naval training station at Loma Portal on the shores of San Diego bay, goes into commission today, the exercises consisting principally of the reading of department orders by the proper navy officials and the raising of the U. S. flag over the executive buildings.

The first detachment consisting of nearly 400 blue-jackets from the Goat Island naval training station at San Francisco, which is to be abandoned July 1, will arrive here on the transport Chautauque next Thursday.

### THOUSANDS TO BE STATIONED HERE

Recruits from all sections of the United States, west of the Mississippi river, will begin coming to the new Naval Training Station in another fortnight. Quite a deal of work is yet to be done before the magnificent marine base is completed, though a boat pier and extensive paving of walks and roads are now under way and work on these projects will be rushed.

When the naval training station is operating to capacity this summer, 2500 to 3000 officers and men will be stationed there.

Let's make Ocean Beach their playground. Co-operate!

### "HELP BOOST FOR A GREATER OCEAN BEACH"

That's the glorious slogan Manager O. F. Davis has recently had printed on hundreds upon hundreds of tickets entitling girls and boys of San Diego to a complimentary ride on his magnificent Merry-Go-Round. The optimistic "Ollie" is certainly to be congratulated upon devising such a commendable method of promoting the popularity of a "Greater Ocean Beach" as the playground of San Diego.

### MEMORIAL DAY ACTIVITIES

Memorial day was observed with the customary ceremonies at all the various military and naval establishments in and around San Diego. An exceptionally cool crispness in atmospheric conditions put something of a crimp in the size of the usual big crowds attending the beach and bay resorts, yet the summer season promises to be the best ever known here.

### NEW COMFORT STATION

Ocean Beach is to have a new comfort station, the council having passed an ordinance this week appropriating \$1000 for the purchase of property on which to erect such a structure on Abbott street, near Saratoga avenue.



# Pacific Beach

**MRS. LUCY WOODWARD**  
Authorized Representative For  
**PACIFIC BEACH**  
Phone Pacific Beach 471  
1739 Hornblend Street  
Pacific Beach

Pacific Beach subscribers are kindly requested to ask for their paper every Saturday at the postoffice, as copies are duly mailed to everyone and unless called for will probably remain undelivered.

## DELIGHTFUL SURPRISE PARTY

A most delightful surprise party was given by Mr. and Mrs. Crane Saturday evening. The occasion was the birthday of their daughter, Miss Olive, and also a farewell to Rev. Mr. and Mrs. Ira R. Akers, who are both preachers and who have been pastors of the First Church of the Nazarenes in San Diego for the past two years and who, much to the regret of their congregation, are leaving to continue their work at Pomona. Mrs. Crane opened the meeting with the following poem, which she had written for the occasion:

### "Ye Are Not Your Own"

Sometimes we are a little selfish,  
We think of no one but our own;  
That's what brought about this gathering,  
Because two mothers loved their own.

Others they did not consider,  
Only birthdays of their own.  
They must celebrate with pleasure,  
Just because they loved their own.

But someone's conscience got smitten,  
And a voice came from the throne,  
Why not follow mine example?  
Others come before your own.

So we turn the cups about us,  
Not only fill them for our own,  
But run them over for our pastors,  
Who served others as their own.

Not at all for earthly treasures  
Did they give others all their own.  
Time, and talents, and their prayers,  
Never thinking of their own.

These two years now gone on record,  
They think the fruit is all unknown,  
But when they reach bright yonder city,

Others then will be their own.

Their resignation came so sudden  
We have no time to give our own  
Our hearts are surely bowed with sorrow  
And feel as if we're left alone.

We truly bid them all God's blessings,  
To rest upon them and their own,  
While still to others preach the gospel  
For Him who said "Ye are not your own."

Following this Mr. and Mrs. Scott May sang a duet, and Mrs. Alvon Sachs rendered several piano solos.

Mrs. Wright closed the program with a few words of appreciation of the work of Rev. Mr. and Mrs. Akers, presenting them with a beautiful comfort as a token of regard. The evening closed with refreshments. There were thirty-five present.

## COMMUNITY LEAGUE

The Community League held a called meeting Thursday to discuss the proposed electric car service from San Diego to La Jolla by way of Mission Beach. It was unanimously decided to support this, and the secretary was instructed to write a letter to the city council urging them to assist the San Diego Electric railway company in every way possible to carry out this project. A petition was prepared and has since been circulated in the neighborhood, every one showing entire willingness to sign. The matter of acquiring a place for a public playground was brought up, and, after discussion, a committee was appointed to investigate the situation. The new street signs placed by the Community League have certainly filled a long felt want.

## P. B. READING CLUB

The Reading Club held its annual business meeting Thursday with a good attendance. The annual reports of the officers and chairmen of standing committees were unusually interesting, showing a satisfactory year's work. The next meeting, a summer outing in charge chairman, is to be held on Mrs. Miller of the social committee, Mrs. Miller

lar's lawn Thursday, June 7, 2:30. The exact plan of amusement is being kept secret, but a report has leaked out that there are to be various entertaining stunts, etc. At the meeting Thursday the club took much pleasure in voting to Mrs. Gleason the courtesy of honorary membership, she being one of the charter members.

## CHURCH NEWS

Rev. John W. Millar's sermon Sunday morning was the last of a series he has been preaching on "Christian Courtesy." He showed that the foundation was the Golden Rule, and by obeying this—doing to others as we would they should do to us—and following the precepts and practice of Christ we could acquire true Christian courtesy. This being the last Sunday that the cadets from the Army and Navy Academy will be with us, Mr. Millar closed his sermon with a few well-chosen words to them and wishing the graduates God-speed wherever they should go, the service closed with the hymn "God be with you till we meet again."

The C. E. Society met Sunday evening, the subject, "Medical Missionaries," being in charge of Edith Clark. Following the regular meeting was a dialogue arranged by Miss Elizabeth Evans and carried out by twelve of the members of the society. Both arrangement and presentation were well carried out.

## BIRTHDAY PARTY

Mrs. W. G. Barnes gave a party Friday evening to celebrate the 81st birthday of her father, Mr. Tribbie of Los Angeles. The evening was pleasantly spent in music, games, etc., and later in sampling the birthday cake. There were about twenty-five present.

## PERSONAL MENTION

Mr. and Mrs. Burbridge and sons have left for a camping trip to Palomar.

Mrs. Heathcote has rented a cottage at La Jolla for the summer, where Miss Parker will accompany her, Miss Parker's place with Mrs. Bond being taken by Mrs. Lovejoy.

The Social Club met Friday with Mrs. Samuel and Mrs. Goode as hostesses.

Mr. Brooks has sold the Ray place to Mr. Doss of Cardiff who, with his family, plans to move in later in the summer and run a chicken ranch there.

The Ben Hur Lodge gave a social dance in the club house Thursday.

Edwin Churchman found a fork-tailed lizard which is thought to have escaped from the collection of freaks recently exhibited in the club house. He has donated it to the San Diego Zoo.

Mrs. A. A. Cook and children from Pomona are in Pacific Beach for a week or two, occupying Mr. Hill Mason's house on Hornblend avenue.

Mr. Joel Floyd is on a business trip to Los Angeles.

Mrs. Winn is over from Yuma and staying at the Bay View apartments so as to be near her son, who is one of the cadets at the A. and N. academy. She plans to stay until after the graduation exercises.

Mr. Tom Barrett and son Stanley have just returned from a trip to Los Angeles. Mr. Barrett has been visiting his brother and his son went so as to be present at the confirmation of his little daughter.

Mention of The Beach News to our advertisers will be appreciated.

## INVESTMENTS

BEST ON THE MARKET—BOTH DUN AND  
BRADSTREET RATING A A 1

Non assessable, no salaries, no debts, no taxes. Certificates with monthly coupons attached. Has not failed to pay over twelve per cent for the last thirteen years. Money returned on request. Business is done through the banks. Look into this with D. C. CROSBY, 4930 Muir Avenue, Ocean Beach.

## "THE ABRAHAMIC PROMISE"

The promise making possible everlasting life in perfect happiness here on earth.

FREE LECTURE

By M. L. LINDEM

Benbough's Ocean Beach Pavilion

1:30 p. m., Sunday, June 3rd

## The AMERICAN LAUNDRY

Formerly Ocean Beach Laundry

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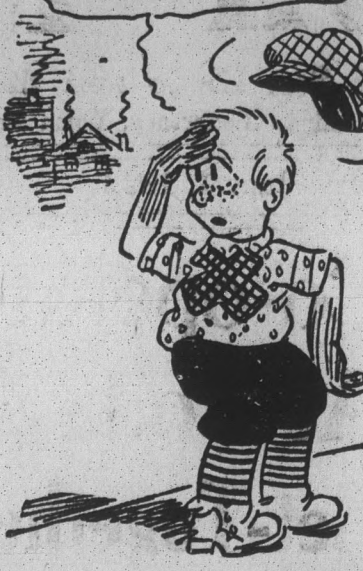
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## MICKIE SAYS—

GOSH! THERE'S BILL JONES AN' HE SAID HE WUZ GOIN' TO CHICAGO LAST NIGH' 'N WE GOT IT IN 'N PAPER 'N NO GOSH DARN WONDER WE DONT GIT THINGS RIGHT SOME TIMES!



## IT'S APPEALING



YOU WILL  
WANT TO  
EAT MORE  
HARVEST  
BREAD

MAKE



YOUR DAILY BREAD

Order from Your Grocer

## THE NEWPORT SHOPPE

Have you seen the new "King Tut" aprons? If you haven't, come in and Mrs. Grenawalt will be very glad to show them to you; under no obligations to buy

## WELCOME, GIRLS!

Mariposa troop of Girl Scouts, chaperoned by Eugenie Walker and Clara Geradehand, is having a week-end party at Ocean Beach beginning today. They will hike to Pacific Beach, swim, have picnic lunches and in general have a regular scout time.

## Katherine's Kollum

By MRS. KIRK SMITH

Phone, Point Loma 17.



## "REVERIE"

Beneath my window, what's this I see—

As the golden rays of the morning sun

Light up the landscape, for day has begun.

'Tis a city of tents, on a plot of ground,

A short time back naught but wash was found;

Now the clink of the hammer, the bustle and stir,

Betokens a spirit that's more than "hot air."

And soon from the city to new Ocean Beach

The toilers will migrate and claim a tent each.

A glorious freedom awaits all who come,

In the air, in the sunshine, O won't it be fun,

To lay aside worries and leave far behind

The cares that enthrall us of body and mind?

We'll let Father Neptune, with bath tub so large

Take out all the wrinkles without any charge.

Each day of the season to bring at its close

An evening of quietude, content and repose.

(Contributed)

## SPLENDID RESPONSE TO THE APPEAL FOR FLORAL OFFERINGS

There was a most generous and highly commendable response to the appeal of the Woman's Relief Corps through The Beach News last week for contributions of flowers for decorating graves on Memorial Day. Early last Monday morning W. B. Page of 2291 Soto street, began most faithfully the task of collecting offerings of a large and varied assortment of flowers from the following thoughtful and good hearted donors, to whom thanks are sincerely extended by all those connected with the work of memorializing the nation's departed heroes. Mrs. Mary L. Hiatt, 4915 Cape May avenue; Mrs. B. Todd, 4774 Brighton avenue; Mrs. J. C. Storm, 4856 Saratoga avenue; Mrs. G. J. Kenline, 4937 Santa Monica avenue; Mrs. May Hubbard, 4943 Santa Monica avenue; Mrs. J. B. Coggeshall, 5048 Lotus street; Mrs. J. A. Johnstone, 2281 Soto street.

## REAL RAINBOW TROUT

Chief Quartermaster R. J. Sterling and Mrs. Sterling of 4857 Saratoga avenue, Mr. and Mrs. Robert Pitchford of Normal Heights, left early last week for a fishing trip to Cuyamaca lake, and returned last Saturday. They report having had a very glorious time. The Beach News staff is very grateful for being kindly remembered with a fine specimen of rainbow trout, which proved deliciously palatable. Mrs. M. J. Plummer very capably took care of the Sterling children during the absence of the parents.

DO YOU KNOW that the promise made to Abraham four thousand years ago is going to effect YOU in the near future? Attend the FREE LECTURE at Benbough's Ocean Beach Pavilion next Sunday afternoon at 1:30 o'clock, and find out what that promise is and who made it!

Mr. and Mrs. Harry Gibson and son Charles, of 4963 Santa Monica avenue; Mrs. Bessie Penny and daughter Clara, of 4953 Saratoga avenue, will leave next Monday for Pine valley. They expect to be gone about ten days.

Mr. and Mrs. Joseph Lial Monterio of 4765 Muir avenue mourn the loss of their baby boy, Richard L. Monterio, who died at their home last Tuesday, aged one year and three months. Funeral services were held at St. Agnes church, Roseville, and interment took place in Holy Cross cemetery.

Mr. and Mrs. George Weil of 5058 Long Branch avenue are the proud parents of a boy baby, born May 23. Mother and son are reported doing nicely.

Did you fail to get a seat at last Wednesday evening's showing of the "Third Alarm?" If you did, it was your fault. "Mot-to: Go early and avoid the rush." It certainly was a most excellent picture, and was thoroughly enjoyed by crowded houses.

Herman Jones of Barstow, Calif., nephew of Mrs. R. H. Lockett of 4669 Long Branch avenue, arrived here this week to remain for the summer.

Maple pecan fudge, regular price 60 cents; for Sunday only, 30 cents a pound. Absolutely guaranteed pure maple sugar at the Butterfly Sweet Shoppe.

W. T. Scott of Los Angeles arrived here yesterday to spend a few days with his old friends, Mr. and Mrs. Kirk Smith.

Mrs. Juanita B. Close will present pupils in a special music class demonstration at the Congregational church next Friday evening, June 8.

W. L. Shephard of Mitchell, Nebraska, brother of Mrs. C. F. Near of 4935 Brighton avenue, who has been here on a visit, left last Tuesday for Los Angeles to visit his other sister, Mrs. Ollie E. Reed. Mr. Shephard will return here shortly to invest in property and build his permanent home at Ocean Beach.

Don't listen to the wind blow, but come to the Blue Front for your ice cream and cold drinks. Yes, he sells Esquimo pies and all kinds of sodas.

Mrs. Earl Haas motored to Holtville, Imperial valley, with her sister-in-law, Mrs. C. J. Olsen, last Tuesday and returned Thursday. The store of the O. B. Feed and Fuel company was ably left in charge of the popular Fred Locke.

Mrs. J. S. Padgett of 4649 Voltaire street, who has been visiting friends and relatives in Los Angeles, is expected back at the end of this week.

Mrs. C. D. Livermore and her two children from Calexico, have arrived in Ocean Beach to remain for the summer at the Los Nidos Court.

Miss Alice Baker of Narragansett avenue, left last Tuesday for Midland, Ontario.

Say! Dear folks, if you happen to be out any sunny afternoon, and you see something coming your way that you think looks like the old-fashioned "Creme de Menthe"—it really isn't! It's Earl Haas' new truck, all dolled up in a beautiful sea green. Watch for it!

Mrs. J. R. Gray has sold her home on 4493 Cape May avenue to Mr. and Mrs. Claude A. Smith of El Paso, Texas.

Miss Ruth Hemphill of 4852 West Point Loma boulevard, who is attending college at St. Helene, Calif., arrived home last Thursday to spend the summer vacation with her parents.

Mr. and Mrs. John Clark of 4761 Niagara avenue, Mrs. Laura Morton and Miss Anna Bowman of San Diego returned last Sunday from the W. C. T. U. state convention.

Mrs. Turner B. Kline and children, with Mr. and Mrs. W. McClelland motored to Lake Hodges on Memorial day. They report having had a fine time and caught seventy-five sunfish.

Beads, beads, and more beads, particularly embroidery beads, at the remarkably low price of a nickel a bunch, form a special sale by Mr. and Mrs. A. K. Aaberg at the Bead Shop, 724 Broadway, San Diego, where prompt and courteous service is always assured.

## Brophyisms

### SOME SIDE-LIGHTS

### ABOUT BEACH FOLKS

### YOU MAY KNOW

(Contributed from Pacific Beach)

Doc. Hollister has quit building stone fences and blown north with Henry Gross, all dolled up in a new suit and hay bonnet. He will probably resume operations on another section after Henry returns east.

Doc. Adams was a wee bit late for the special meeting last Thursday night. We don't blame him as he was invited to an honest-to-goodness baked bean and brown bread feast at the Milligan home. Can't you fix it up for a few of us next time, Doc? Beans are our favorite dish.

Now that "Mother" Davis of the Army and Navy Academy has entered the poultry business, Sec. Treas. Brophy of the Community League will probably have to find another market for his pullet eggs.

With a few more coats of paint, Carl Clark's chariot will be ready for the road. We cannot announce the color scheme at this time, but if it doesn't put this neck of the woods on the map as a home of at least one jazzy bus we'll eat his shirt, button-holes and all.

Doc. Seymour expects to be appointed station agent for the S. P., baggage agent for the U. P., and ticket agent for the P. E. Ry. when they use the line to be built on Grand avenue, right in the center of it at that.

Chairman Hodge of the Community League got some white paint on his trousers last Sunday while painting some of the street sign name plates. That's what you get for working on Sunday. When it comes to giving a helping hand, "Daddy" is right there, and we could do with more of his make-up.

The Kelly boys have opened up a shipyard at the corner of Sunset avenue and Lamont street. Launching of the craft will probably take place Xmas eve in Daddy De Hart's bath tub. A bottle of lemon crush will be cracked on her nose while she is being christened "Willit Float."

When it comes to building lath-houses, H. C. Owen has the world by the tail. Wonder if he has his union card?

Have you seen our new street sign posts on the highway? Carl Clark, vice-chairman, and Sec. Treas. Brophy of the Community League did the stencil work. Broph nailed them up and John Storm had the easy job of digging the holes and setting the posts. G. Landwehr was responsible, for the idea. Let us have some more like it.

Jim Megarry must be off his feed as he hasn't painted his house for almost two months. When it needs it, I'll do it.

Broph bought a new pair of white overalls so that he could send the other pair to the laundry, whether they needed washing or not.

"Daddy" De Hart is thinking of putting handcuffs on his milk bottles, as it takes a delivery of nine full quarts in order to get a half pint empty bottle back. Must be using them for home brew.

Bob Durham, dairyman, plans on building a cement and tile home for his cow. Spanish type will be used throughout, even to the door knob.

Earl Dierke says: "If all the long hairs in this burg would have some of them cut I could afford to open up the barber shop again and hight break even, unless Ruf Martin proposes shooting pool at 15 or no count."

LOS ANGELES—Special correspondent, MRS. ELLA SNEEL, 415 West 37th street, Los Angeles, Calif. Phone South 5294-W.

Residence Phone Office Phone  
Point Loma 16 Point Loma 72-J

DR. F. J. RATTY

PHYSICIAN and SURGEON

Res. 4882 Saratoga Ave., Ocean Beach

Office, 5024 Newport Ave.

Phone: Point Loma 152-J

**OCEAN BEACH  
PLUMBING CO.**

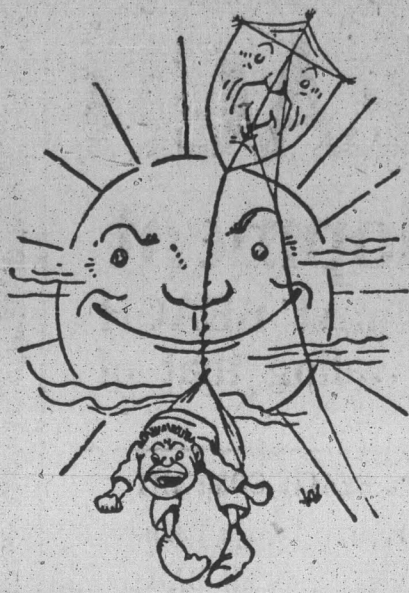
Chas. H. Peltcher, Prop.  
Repair Work, Contracting,  
Estimates

5065 NIAGARA AVENUE  
Bath Tubs and Heaters,  
Plumbers' Supplies

GET something you do want for anything you don't want at the small cost of only a dime a line in our Classified Ads, cash rates.

The Beach Is Growing BIGGER, BETTER AND BUSIER





## Mister National Advertiser:

It's of value to you to know that The Beach News is read FIFTY-TWO TIMES A YEAR

by bona-fide Paid Subscribers in from one to fifteen cities in each of the following THIRTY-THREE States and THREE Foreign Countries, now listed on our Subscription Books—Open to All:

Alabama  
Alaska  
Arizona  
Canada  
California  
Colorado  
Connecticut  
District of Columbia  
Florida  
Idaho  
Illinois  
Iowa  
Kansas  
Kentucky  
Massachusetts  
Mexico  
Minnesota  
Mississippi  
Missouri  
Montana  
Nebraska  
New Jersey  
New Mexico  
New York  
North Carolina  
North Dakota  
Nova Scotia  
Ohio  
Pennsylvania  
South Carolina  
South Dakota  
Texas  
Virginia  
Washington  
Wisconsin  
Wyoming

## Mister Community Business Man:

It's a highly delightful fact that The Beach News has become a real household necessity every week-end in the homes of all the progressive people living in

OCEAN BEACH  
MISSION BEACH  
PACIFIC BEACH  
and the entire  
POINT LOMA PENINSULA

BOOST Your Business with an "ad" in The Beach News, telling 'em who and where you are, and what you have to offer for their patronage. CO-OPERATE!

it's in the line of  
**if Printing**  
From a Visiting Card to a Poster  
We Can Satisfy You With Quality, Quantity and Service  
JOB PRINTING DEPT.  
**The Beach News**  
Phone Point Loma 17  
4829 Saratoga Avenue,  
Ocean Beach, California

## OCEAN THEATRE

COMING SATURDAY  
ROY STEWART

"THE HEART OF THE NORTH"

Also  
LARRY SEMON  
THE AGENT

Admission 15c and 20c

COMING SUNDAY  
WILLIAM CHRISTY  
CABANES

"BEYOND THE RAINBOW"

Comedy and News  
Admission 15c and 20c

Wednesday and Thursday  
WESLEY BARRY

"HEROES OF THE STREET"

DON'T MISS IT

ADMISSION 15c and 30c

Come early—doors open at 7:15

## OCEAN BEACH NURSERY

Bermuda Avenue "On the Hill"  
Nice KONTIA PALMS at 50c  
ROSES, MARGUERITES  
and Other Seasonable Plants  
DONALD CAMERON, Prop.  
OCEAN BEACH CALIF.

## Ocean Beach Lumber Company

H. H. REID & SON, Proprietors  
5050 Newport Avenue  
Lumber, Cement, Roofing Paper,  
Paints, Hardware and House-  
hold Supplies  
Lumber Estimates Cheerfully  
Given

## T. J. ELLIS Painting Contractor Carpentering

ESTIMATES FREE  
4811 BRIGHTON AVENUE  
Box 1061 Ocean Beach, Calif.

## DAILY TRIPS TO SAN DIEGO AND POINT LOMA

## REID TRANSFER

1885 Bacon Street, Ocean Beach, Calif.  
FREIGHT BAGGAGE  
JOBBER MOVING

## STORAGE FEED, FUEL and HARDWARE

Residence Phone Office Phone  
Point Loma 125-J Point Loma 136

## FRED KENNER

DESIGNER and BUILDER  
ESTIMATES and PLANS  
FURNISHED  
4987 Newport Ave., Ocean Beach

## C. TOWNSEND BROWN

The Best Art Service For The Money  
Commercial Designs  
Posters, Signs  
Showcards  
Birds-eye Views  
5050 NIAGARA AVENUE  
Ocean Beach California

## Dr. Earl L. Chappell

CHIROPRACTOR  
Phones 663-21 San Diego, Cal.  
221 OWL DRUG BLDG.

BUY A HOME—Cheaper than  
to build; 5-room modern; perfect  
condition; woodstone sink, cabi-  
net kitchen, laundry trays. Terms.

\$2,600

AGNES G. ELLS  
5006 Niagara Avenue Pt. Loma 46-W

## SAN DIEGO Army and Navy Academy

Prep for College, West Point and  
Annapolis—Enjoys University of  
California's Highest Scholastic  
Rating.  
THOROUGH MILITARY INSTRUCTION  
CHRISTIAN INFLUENCES  
LAND AND AQUATIC SPORTS  
ENTIRE YEAR  
Located on Ocean  
Summer Session July 1 to September 1  
Phone, Pacific Beach 172  
CAPT. THOMAS A. DAVIS, Pres.

Kindly mention The Beach News  
in your dealings with the patrons of  
our advertising columns.  
Put "Ocean Beach" plates on your  
car.

## THE BEACH NEWS

AN INDEPENDENT PAPER

Promoting the Progress of the Beach  
Sections of San Diego and the  
Entire Point Loma Peninsula  
PUBLISHED EVERY FRIDAY  
4829 Saratoga Avenue, Ocean Beach,  
California  
Phone Point Loma 17

KIRK SMITH Editor-Owner  
KATHERINE SMITH Sec'y.-Treas.

Subscription Price, 75 cents a year.  
IN ADVANCE

Outside the county, \$1.00 yearly.  
Single Copies 5 Cents

Advertising Rates Upon Application  
Local Readers, 15 Cents a Line, Aver-  
aging Six Words to a Line

"Entered as second-class matter Decem-  
ber 1, 1922, at the Postoffice at Ocean Beach,  
California, under the Act of March 3, 1879."

FRIDAY, June 1, 1923

THE BEACH NEWS is on sale  
regularly at the STATION NEWS  
STAND, Niagara avenue and Bacon  
street, and at FROIDE'S PHOTO  
STUDIO, Newport avenue, opp. the  
postoffice.

News contributors and advertising  
patrons will please take notice that  
the forms of The Beach News close  
at noon every Thursday and will  
greatly oblige by submitting their  
favors accordingly. Write on one  
side of the paper only.

## TO NEWS CONTRIBUTORS

In order to insure prompt and  
proper publication of news notices  
of all societies, lodges, associations  
and other like gatherings, the chair-  
man, secretary or head of such bodies  
are respectfully requested to send  
their news items direct to THE  
BEACH NEWS office on or before  
Thursday noon of each week.

## SHOOT 'EM ALONG BOOSTER BROPHY

Mr. Kirk Smith,  
Editor The Beach News,  
Ocean Beach, Calif.  
My Dear Mr. Smith—Next to re-  
ceiving my weekly egg pool check  
on Saturday, I look forward to your  
lively paper, even though the ma-  
jority of those mentioned therein  
are strangers to me, but that isn't  
your fault.

Remembering your request to  
"shoot" anything in the line of news  
from this neck of the woods, pro-  
viding it is not scandal or libel, I'm  
going to make a stab as a "Cub" re-  
porter with a few items, and will  
promise more later on, providing I  
am not tarred and feathered after  
this consignment.

Cordially and sincerely yours,  
FRED L. BROPHY.

## ANSWER TO

"IN FLANDERS FIELDS"

By A. O. St. John, Canada  
(Courtesy of D. C. Crosby,  
Ocean Beach)

In Flanders Field, O men who died,  
Who died and sleep where poppies  
blow,

Beneath white crosses row on row,  
In Flanders Field our hearts abide.

In Flanders Field, O well loved dead,  
Sleep safe, sleep sound; your blood  
was shed

Not vainly: Life shall grander be  
For those who live, for those set free;  
For all the world which owes today  
A greater debt than time can pay,  
To those who sleep in Flanders field.

Caught is your torch; we hold it  
high,  
And pledge our word that till we die,  
Our ears shall hear that ringing cry  
That calls to us across the night;  
Our faith shall hold, our hearts be  
true,  
To God, the whole world, and to  
you,  
Who dreaming lie in Flanders field.

A. R. Walsh Robert J. Walsh  
Notary Public

## REALTY and RENTALS

**WALSH & WALSH**  
PIONEER REALTY BROKERS  
Business Property Our Specialty  
City Office: 625 E Street  
Phone 651-16  
OCEAN BEACH OFFICE  
5026 Newport Ave., Next to Postoffice  
Phone: Point Loma 92

## TURN ME OVER



## CLASSIFIED ADS

ONLY A DIME A LINE

25 TERMS CASH  
Rates, 10 cents per line, averaging six  
words to a line. No advertisement for  
less than 30 cents, all payable in Advance

FOR SALE—White enameled twin  
beds, dresser and chiffonier, mahog-  
any dining room set, sideboard, serv-  
ing table, dining room table and six  
chairs, oak book case in three sec-  
tions, oak library table. MRS. J. R.  
GRAY, 4493 Cape May avenue. Phone  
Pt Loma 40.

FOR SALE—Newly built, modern  
cottage, all built-in features, new gas  
range, disappearing bed. Big snap if  
taken at once. See owner on prem-  
ises. Here for ten days only. 4862  
Santa Monica avenue. Phone Pt.  
Loma 17.

FOR RENT—Home on bluff over-  
looking ocean; 5 rooms, comfortably  
furnished; adults only. Phone Pt.  
Loma 46-W.

FOR RENT—A nice modern four-  
room furnished cottage, to per-  
manent tenants, \$25 a month. Call  
at 4741 Muir avenue. Phone Point  
Loma 137-J.

WANTED—Wide-awake advertis-  
ing and subscription solicitors for city  
and suburban district. Apply The  
Beach News office.

## Kodak Finishing

Enlargements—Copy Work and Coloring  
"GREETING CARDS"  
J. P. FROIDE  
5019 Newport Avenue  
Ocean ("Keep Boosting") Beach

## Ocean Beach Cleaners

Cleaning Dyeing  
Pressing  
1928 Bacon St.  
Phone: POINT  
LOMA 30-J  
C. H. Owen,  
Prop.

## Crags Apartments

Delmar Ave. 1 Block W. Paved Highway  
Two Blocks South from O. B. Car Ter.  
Every Apartment Gives Hill and Ocean  
Exposure. Complete Equipment  
Included in Rates.

## REVISED PSALM

Kirk Smith,  
Editor BEACH NEWS:

Praps this is too strictly political  
for publication, but as I understand  
the "Community Forum" is open to  
all on any subject, I respectfully  
submit the following revised psalm:

Harding is now my shepherd, and  
I am in want.  
He maketh me to lie down on the  
park benches; he leadeth me in the  
paths of destruction for his party's  
sake.  
Yea, though I walk through the  
valley of starvation, I do fear evil  
for thou art against me; thy policies  
and thy profiteers, they frighten me.  
Thou preparest reduction in wage  
before men in the presence of mine  
enemies; thou anointest my income  
with taxes; my expenses runneth  
over my income.  
Surely poverty and unemploy-  
ment will follow me all the days of  
this normalcy administration, and I  
will dwell in a rented house forever.  
SIMIAN.

The Ocean Beach Chamber of  
Commerce will hold a regular busi-  
ness meeting next Monday night at  
the Ocean theatre. Everybody in-  
vited.

It's Not Far to a FABER Store

## The Little Cash Grocery Faber's Cash & Carry No. 3

5021 Newport Ave. Pt. Loma 129 2119 Bacon St. Phone Pt Loma 248  
TRADE AT HOME WHERE PRICES ARE RIGHT

In choosing your daily TABLE SUPPLIES, it  
is of the utmost importance that they be  
FRESH—for upon this depends their Worth  
and Tastiness. Our Foods are always FRESH.

## FABER'S O. B. GROCERY Model Modern Meat Market

ORDER YOUR ICE CREAM FOR SUNDAY

It's Not Far to a FABER Store

When Buying an Auto, Let it be a FORD, and  
Buy it from

## 'BERT' SCHNEIDER

who lives in Ocean Beach, who believes in Ocean Beach  
and who is a booster for Ocean Beach. Whether it is a  
new or used car "BERT" SCHNEIDER can fill your  
wants at POWELL'S FORD HEADQUARTERS, First  
at C Streets. Phone 6700. Res. Phone Pt. Loma 8-R.

## Church News

### CHRISTIAN SCIENCE SOCIETY

1965 Abbott Street, Ocean Beach

Services are held as follows:  
Sunday morning at 11 o'clock.  
Sunday School, 9:45 a. m.  
Wednesday evening at 8 o'clock.

### FIRST BAPTIST CHURCH

Rev. Rolla E. Brown, Pastor  
Residence, 4802 Coronado avenue.

Supndays—Worship and preaching  
at 11 a. m. and 7:30 p. m.; Bible  
school, graded for all ages at 9:45 a.  
m.; Young People's Union at 6:30  
p. m.  
Wednesdays—Service of prayer,  
praise and conference at 7:30 p. m.  
The public is cordially invited to at-  
tend any or all of these meetings.

### UNION CONGREGATIONAL CHURCH

Rev. Frederic J. Stoetzel, Pastor

Church school at 9:45.  
Morning worship at 11.  
Evening worship at 7:30.

### CATHOLIC CHURCH

(Corner Defoe Street and Santa  
Monica Avenue)

Pastor: Rev. Declan E. Foley.

Sundays—Morning service, 8:30;  
Evening service, 7:30; Sunday  
school, 9:30 a. m.  
Week Days—Service at 8:00 a. m.  
At Roseville, Sundays—Service at  
10:30 a. m.; Sunday school 11:30  
a. m.

### TRINITY MISSION EPISCOPAL

REV. ARTHUR C. DODD, IN  
CHARGE

Sunday school at 9:45 a. m.  
Morning service at 11.  
Sunday school and morning serv-  
ice held at 5006 Niagara avenue.



We're selling this Goodrich  
Tire at an astonishingly  
low price—call us on the  
phone and we'll tell you  
what it is.

**Ocean Beach Garage**  
Henry Eulberg, Prop.  
4863 Newport Street

**Goodrich 55**  
"BEST IN THE LONG RUN"

Phone to us  
Write to us  
Call to see us.

Phone, Point Loma 17

THE BEACH NEWS

is your friend.

Let's get neighborly!

Prosperity!—Feel it, talk it,  
know it—Advertise!

## STILES

We Specialize In  
Vegetable and Flower Seeds  
Poultry and Bee Supplies.  
630 E STREET SAN DIEGO

## San Diego's All-Year-Round TOY LAND

CHILDREN'S  
OUTDOOR  
PLAYTHINGS  
Phone 625-70

## PASSMORE'S Bird and Toy Store

1166 Sixth St. Bet. B and C

Gold Fish and Aquariums  
Bird, Dog and Cat Remedies  
St. Andrewsburg Canaries.

## SAN DIEGO'S OLDEST BIRD STORE

## SUNSET CREST

(Highest Point of Sunset Cliffs)  
CHAS. M. WHEELER, Prop.  
Cable St. and Orchard Ave.  
Beautiful Cement Bungalows, four  
rooms with bath, completely furnished  
\$45 to \$50 and Up Per Month.  
Fireproof Garages

Phone: Pt. Loma 74

## Hotel Newport

G. D. Gammon, Prop.  
Rooms as Low as \$5 Per Week  
Apartments \$30 Per Month  
4965 Newport Ave., Ocean Beach

## CERTIFICATE OF INDIVIDUAL FICTITIOUS NAME

State of California, County of San  
Diego, ss.:

I hereby certify that I am transact-  
ing business at 5063 Newport Ave.,  
Ocean Beach City of San Diego, San  
Diego County in the State of Cali-  
fornia, under a designation not show-  
ing the name of the person interested  
in such business, to-wit: OCEAN  
BEACH SHOOTING GALLERY.

Name, JAMES DEMARCO  
Place of Residence 5063 Newport  
Ave., Ocean Beach, San Diego,  
California.

STATE OF CALIFORNIA, County  
of San Diego, ss.:

On the 4th day of May, in the year  
one thousand nine hundred and  
twenty-three, before me personally  
appeared James Demarco known to  
me to be the person whose name is  
subscribed to the foregoing instru-  
ment and he acknowledged to me that  
he executed the same.

Witness my hand and the seal of  
my office this 4th day of May 1923.

(SEAL) E. L. THOMAS  
Notary Public in and for the  
County of San Diego, State of Cali-  
fornia.

## NOTICE OF ASSESSMENT

Tecumseh Petroleum Company, Prin-  
cipal Place of Business, San  
Diego, California.

Notice is hereby given that at a  
meeting of the Directors held May 1,  
1923, an assessment of one and one-  
half cents per share was levied upon  
the capital stock of the corporation,  
payable to F. E. Lindley, Secretary  
at 420 Union Building, San Diego,  
California, on or after May 15, 1923.

Any stock upon which this assess-  
ment shall remain unpaid on June  
16, 1923, will be delinquent and ad-  
vertised for sale at public auction,  
and, unless payment is made before,  
will be sold on July 9, 1923, to pay  
delinquent assessment, together with  
costs of advertising and expenses of  
sale.

F. E. LINDLEY, Secretary.  
420 Union Building, San Diego,  
California. First publication May  
11, 1923.

## A WORD ABOUT PRINTING

The job printing department of the  
Beach News does NOT make any  
charge for estimating on printing of  
any description and your orders  
would be highly appreciated. Phone  
Point Loma 17.



## Dance to Music That Makes You Want to Dance

BENBOUGH'S

## OCEAN BEACH PAVILION

## THE "GARDEN OF EDEN"

Dancing Every Night and Sunday Afternoon, Except Monday

Good Music! Good Floor! Open All the Year.

Our Classified Ads. Bring Results --- Ask Our Patrons

THRILLING AMUSEMENT FOR YOUNG AND OLD

## MONKEY SPEEDWAY

NEWPORT AVENUE, OCEAN BEACH

NEW AND NOVEL BEACH ATTRACTION

Don't Miss Seeing the Marvelous Monkeys Driving Their Own Autos 'Round the Big Track

## BILL BOOSTER SAYS

"YOUNG FELLOW, THIS TOWN ISN'T TOO SMALL FOR YOU! IF YOU CAN'T SUCCEED HERE, HOW DO YOU EXPECT TO IN CHICAGO OR NEW YORK, WHERE COMPETITION IS FIERCE AND EXPENSES HEAVY? THERE'S OPPORTUNITY IN YOUR OWN HOME TOWN, SON! THINK IT OVER!"



## OCEAN BEACH BAIT HOUSE

South End Mission Bay Bridge  
JACK NEUMONT, Prop.  
Fresh Bait of All Kinds  
Fishing Tackle, Boats to Let  
CIGARS, TOBACCO, SOFT DRINKS

## SUN, MOON AND TIDE

Sun Sun Moon —Tides—  
Rises Sets Rises High Low

## JUNE ALMANAC

(delayed until next issue)

## BIG BARGAINS IN EMBROIDERY BEADS

An extra large shipment of embroidery beads has just been received at the Bead Shop, 724 Broadway, San Diego, and the popular and polite proprietors, Mr. and Mrs. A. K. Aaberg, announce a big bargain sale of the wonderful assortment at the remarkably low price of five and six cents a bunch. Special inducements are also offered in famous colognes and toilet waters directly imported by the Aabergs.

## "CLIFF" OWEN'S CAR

## CLASSY AND ARTISTIC

When it comes to class in delivery cars, the new color scheme adopted by "Cliff" Owen, the wide-awake proprietor of the Ocean Beach cleaning emporium, takes first prize. With the body painted a rich old wine hue and the lettering in pleasing ocean blue shaded in delicate orange, the combination of color is both classy and artistic.

If you're not already a member of "Cliff's" pressing club, it behooves you to join at once.

- \*\*\*\*\*
- POSTOFFICE SCHEDULE
- (H. K. Rankin, Postmaster)
- Mail arrives 10 a. m., departs 11 a. m.; arrives at 4 p. m., departs at 4:30 p. m. Mail closes fifteen minutes before departure. General delivery open 8 a. m. to 6 p. m., except on Sundays and legal holidays.
- \*\*\*\*\*

Kindly mention The Beach News in your dealings with the patrons of our advertising columns.

## Silver Spray Plunge

SPECIAL SWIMMING INSTRUCTOR  
HOT SALT WATER TUB BATHS. OCEAN WALK

OPEN  
FROM 9  
A.M. TO  
10 P.M.

## MERRY-GO-ROUND

FARE 5c—EVERYBODY

Free Picnic Pavilion with tables to seat 120 people; canvas curtain side next to ocean to keep off wind.  
Free light and water to all picnickers.  
Night parties should phone Point Loma 65-J to have tables reserved  
O. F. DAVIS & SON, Proprietors

The World's Best Water Heater  
De LUXE AUTOMATIC

Exterior White—Interior Right.  
Sizes to Meet Any Requirements.

## OCEAN BEACH PLUMBING CO.

Chas. H. Peltcher, Proprietor.  
5068 NIAGARA AVENUE  
Phone Pt. Loma 152-J

Sheet Stock  
Brass  
Copper  
Aluminum  
Zinc  
Tin  
Galvanized Iron  
Tubing, Brass,  
Copper

Telephone 613-91  
WILEY & COBB  
Sheet Metal Works  
830 Seventh Street  
SAN DIEGO, CALIFORNIA  
Residence, Ocean Beach  
Phone, Point Loma 311-J

Cornice  
Skylights  
Gutters  
Leaders  
Elbows  
Heating and  
Ventilating  
Auto Bodies

NEWPORT CAFE  
And ICE CREAM PARLOR

Cor. Bacon St. and Newport Ave. HARRY KALLIRIS, Proprietor  
Tables Reserved For Ladies  
Try Our 50c Lunch  
Candies and Ice Cream—Cigars and Cigarettes



## THE STAR CAR

\$558.75 Here  
MAINE GARAGE  
Newport Avenue  
Phone: Point Loma 382  
STORAGE SUPPLIES



## THE BEAD SHOP

724 Broadway  
Removal Sale With Reduced Prices—All Jewelry and Novelties Will Be Closed Out Entirely. Karat Gold Rings Reduced 50% and other jewelry at a greater discount. Amber, jet, ivory and semi-precious stone necklaces, novelty necklaces and beads of all kinds, all reduced. This is the only place in San Diego where you can get the genuine Farina Eau de Cologne, which has stood the test of a century of use.

Just received, large shipment of  
EMBROIDERY BEADS, 5c and 6c a bunch.

## OCEAN BEACH GARAGE

HENRY EULBERG, Proprietor  
BEST EQUIPPED FOR SERVICE  
AUTOMOBILE REPAIRING  
Authorized FORD and CHEVROLET Service  
4868 Newport Avenue PHONE POINT LOMA 77-W  
Two Blocks East of Dance Pavilion

Hay, Grain  
Wood, Coal  
Poultry, Rabbit,  
Bird Supplies and  
Remedies  
Baby Chicks  
Esco Electric  
Brooders  
Seeds, Trucking

OCEAN BEACH  
Feed, Fuel, Paint and  
Express

EARL J. HAAS, Mgr.  
1926 BACON STREET  
Telephone: Point Loma 20-W

Sherwin-Williams  
(Paints SWP)  
Old Dutch Enamel  
Marmot, Scarnot and  
Roxpar Varnish  
Floorlac  
Brushes, Wall Paper  
Roofing

## Ocean Beach Candy Kitchen

A. DEMOS, Proprietor

5006 Newport Ave. (formerly Postoffice building)  
FRESH HOME-MADE CANDIES

## The MISSION BEACH

## \$2,000,000.00 Development

Program Insures for San Diego's Finest BEACH Section a Growth and Prosperity rivaling that of Los Angeles beach cities.

Don't Watch Mission and  
Ocean Beaches Grow ---  
Grow With Them!

MISSION BEACH COMPANY  
Second Floor, Scripps Building  
TRACT OFFICE OPEN DAILY

DISCUSSION  
OF THE HOUR

BOTH SIDES OF  
BATHING SUIT  
PROBLEM PRESENTED

## Community Forum

This Forum is open to our readers for the expression of opinions and criticisms, whether favorable or unfavorable, on any and all subjects and questions affecting the Beach communities. The views herein expressed are not necessarily our views. We do not ask you to agree with them or with us. We will publish as many reasonable letters each week as space will permit. Please write on one side of the paper only; and sign all communications, not obligatory for publication, unless so requested, but as an evidence of good faith.

THE EDITOR.

## HONI SOIT QUI MAL Y PENSE

Editor The Beach News:

Dear Old-Fashioned People:

Come out of the darkness into God's sunshine and let it cleanse your minds of all those morbid, suggestive thoughts that come to you at the sight of a bathing suit and women. Enter in the beach life of our beautiful Ocean Beach. Get into the stride of our modern mother's progress with the slogan, "To the Pure Everything Is Pure." The people that love the water and the freedom of a bathing suit do not have time to worry about the people who insist on living at a beach town when they do not approve of any of the beach recreation. Our advice to the two writers of these articles' criticizing bathers is, "Come on in, the water is fine," or move, and forget us!

OCEAN BEACH BATHER.

## WANTS LAW ENFORCED

Editor The Beach News:

I was pleased to see in last week's Beach News that there are some mothers who are not totally asleep regarding the conditions in which their children are being brought up. Their sons as well as their daughters are subject to this disgraceful plague. Do you know of any other district where shameless females walk the streets nearly naked at all times of the day? No need to ask about such folks—they class themselves at sight, and bring shame on Ocean Beach. There is a law of decency, why not enforce it?

La Jolla had the wisdom to arrest such offenders in the start, and now have a decent place in which to live and invite friends to visit. There are respectable people living at Ocean Beach; why should they be compelled to mingle with such disgraceful doings?

One of the mothers complains of the burden of dolling up her daughters, and the expense. Let me tell her that "As you bend the twig, the tree is inclined."

ZENAS.

## THE NEWPORT SHOPPE

Keep father busy—insist on him getting a pair of carpenter's or painter's overalls.

## GOOD MAN GOING NORTH

John W. Ellett, an affable expert manipulator of the movable alphabet, whose skill on a linotype machine at Harry C. Warner's plant has helped most materially in the production of The Beach News, is going to leave this good burg tomorrow, having accepted a fine position with the Mergenthaler Linotype Company as traveling demonstrator. He will radiate out of San Francisco. Good luck, John.

## QUALITY COFFEE SHOPPE

MISSION BEACH, Sunday, June 3rd, 1923

Chicken Pie, Scalloped Potatoes, Creamed Corn, Cabbage Salad,  
Strawberry Shortcake with Whipped Cream; Coffee, Tea, or Milk  
75 CENTS

## MISSION BEACH

Authorized Representatives for Mission Beach

MISS JESSIE MORRISON MISS ELIZABETH ASHER  
727 Pismo Court, Mission Beach Bayside Walk, Mission Beach  
Phone Pacific Beach 543 Phone Pacific Beach 289

Mrs. John Harris of Bayside Walk recently entertained as dinner guests Dr. and Mrs. Stanley Williams of San Diego.

Mrs. Fred Shapley and son Gene enjoyed the week-end at their beach home here.

Mrs. William Percy and family motored down from Los Angeles last week-end and enjoyed a day at Mission Beach.

Mr. and Mrs. Harry Louis have recently moved into their new beach residence on Bayside Walk. The Louises are also the possessors of a new Haynes brogram.

J. M. Asher is installing a large radio outfit in his new home on Bayside Walk.

Mr. Bean of the Mission Beach market has apparently thrown his so-called "Indian peace pipe" away, after reading our little article in last week's Beach News. Thank you, Mr. Bean.

Miss Elaine Moody, popular member of the younger set which gathers here in the summer, will attend a house party given by her sorority at Balboa Beach. Miss Moody attends the University of Pasadena.

Berald Harris, our well known swimmer, took part in the high school swimming meet at Long Beach. Although severely handicapped by conditions, young Harris took second in the 100-yard swim, and third in the 220-yard dswim.

Boating on the bay is a sport which is lately proving more popular than ever before.

Mr. C. T. Warren of Newport Court is improving his beach residence by the addition of a double garage.

Mrs. J. A. Morrison and daughter Jessie have been unexpectedly called to Los Angeles by the illness of Mrs. Morrison's father.

Mr. H. L. Moody and family will again spend the summer months at their beach residence here.

Mrs. Victor Huffman is expecting as house guests Mr. and Mrs. Gus Nelson and family of Douglas, Ariz.

H. H. Brotzman, otherwise known as Broke, the "Barney Oldfield" of Mission Beach, has at last tuned up his Stutz bearcat to the terrific speed of 15 per.

A sight which instills terror in the hearts of the Mission Beachers is Orville Drew, accompanied by his huge mastiff which parades beside him on the board walk, when not in young Drew's pocket.

Mrs. J. A. Harris recently attended a surprise stork shower which was given for Mrs. G. S. Moore of Mission Hills. Among those present were: Mrs. Kelly, Mrs. Morris, Mrs. Donnelson, Mrs. Hughes and Mrs. Terrall.

The Y. W. C. A. girls spent Memorial day at the beach. As usual, the girls of this association enjoyed the day to the fullest extent.

J. A. Harris has recently opened his store on the ocean front where he intends to sell hot dogs and hamburger sandwiches.

Mr. and Mrs. George Kirkpatrick and their small daughter, Janette, will move into their new home on Newport Court this week.

Charles Slavieck has equipped his barber shop with all modern conveniences for barbering, shampooing and face massaging in the expectation of an early rush of business.

One of the most beautiful places be accomplished in floriculture at A. N. Avelsdon, which is surrounded with a profusion of flowers. This home is a fine example of what can be accomplished in floriculture at Mission Beach.

Mrs. H. H. Brotzman and son Gerald will spend the summer months at their beach home here. Mrs. Brotzman declares that she would stay at Mission Beach the entire year if she were not obliged to spend the greater part of her time in San Diego with her son, who attends the San Diego high school.

Among those building homes at Mission Beach are: William Holmes, Miss Agnes Work, Arthur Butler, Harold Hinklin, D. K. Mowers, C. P. Butler, E. A. Cook, Denny Roult, Margaret MacDonagh, John Chamblain, C. M. Burke, Charles DeLong, J. F. Keywood, Fred Corey, Mrs. May Kieffer, John W. Motte, Walter W. Austin, Mrs. E. Johnson, Charles Slavieck, Clyde Adeir, Geo. Kirkpatrick and P. A. Richards.

HENRY EULBERG IS AN  
AUTHORITY ON TIRES

It has not been so many years since the average motorist was satisfied with 3500 miles from a fabric tire and before then he looked at tires in the light of doubt and speculation.

"But how different now," says Henry Eulberg of the Ocean Beach Garage, the local Goodrich dealer, "when eight, ten and fifteen thousand miles are more the rule than exceptions. Scientific construction and engineering developments have more than tripled the uniform durability of tires in the last decade.

"The development of Cord tires practically doubled the mileage possibilities of pneumatic equipment. Today the average consumption per car runs approximately two and one-half tires or half of what was required ten years ago. This indicates the great development that has taken place in tire construction."

YOU'RE READING THIS. And so are thousands of other good people, who would also see YOUR business announcement if placed here.